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☆ JAN 3 1 1952 ☆

U. S. Department of Agriculture

SPRING TRADE LIST OF "MODERN MUMS FOR 1952."

Once again we are pleased to be able to offer the new University of Nebraska Mums to the trade. As before they have been tested at many points throughout the northern half of the country in addition to years of testing by Mr. Glenn Viehmeyer, their creator, at the North Platte Sub Experiment Station of the University of Nebraska. We, therefore, have no compunctions in advocating their wide usage. In addition to the new Nebraska mums, our list is comprised of the newest offerings from the other leading hybridizers. It is for this reason we title our lists "MODERN MUMS".

1952 UNIVERSITY OF NEBR. INTRODUCTIONS

ARAPAHOE (NP 143) Huge flowers (3-5" in diameter without disbudding) are produced in clusters of 3-5 blooms on long stems from husky 36" plants. The color is a rich red with a reddish bronze reverse. Petals are long and strap-like with slight waviness which give them an informal appearance. Arapahoe is extremely frost resistant, having withstood repeated freezes as low as 25 to 29 degrees without significant damage to flowers, buds or foliage. A continual bloomer from mid-September on.

Rooted Cuttings \$22.00 per 100, Strong banded plants \$3.50 per 10, \$27.00 per 100

LESHARA (NP 146) Heavily branched husky 30" plants are covered with sprays of five to twenty five fully double 2-3" flowers from early Sept. until heavy frosts. Color on opening is mulberry red shading on age to a softer red with lovely old rose overtones. The second color phase is very attractive, one which is especially liked by the ladies. The flowers and buds are, like those of Arapahoe, very frost tolerant, having withstood many exposures to temperatures ranging from 25 to 31 degrees with no more than an occasional damaged petal.

Rooted Cuttings \$20.00 per 100, Strong banded plants \$3.25 per 10, \$25.00 per 100.

1951 UNIVERSITY OF NEBR. INTRODUCTIONS

OSCEOLA - Long stemmed three inch flowers of bright yellow during early blooming season which take on coppery hues with the arrival of cool weather. An excellent cut flower from mid-August until killing frosts.

TECUMSEH - A superior cushion mum. Compact 12-15" plants covered with 1-1/2 to 2" flowers. Color is an erythrite red changing to buff bronze with pink shadings during hot weather. Blooms from early August until heavy freezes.

WHITE CLOUD - A new white mum which we consider far superior to Avalanche in all respects. Fully double 3-5" flowers made up of sharply pointed petals which are pure white on outside of flowers while undeveloped inner petals and buds show cream tints. Blooms from mid-August until heavy frosts. Withstands several exposures to sub-freezing temperatures each fall without damage which is unusual for whites. IMPORTANT - Do not confuse this variety with another one bearing the same name which has been in commerce for many years.

Rooted Cuttings \$12.00 per 100, Strong banded plants \$2.15 per 10, \$18.00 per 100.

GENERAL LISTING OF MODERN MUMS

Rooted Cuttings-Banded Plants  
Per 100 Per 10 Per 100

*ANDREW (Becker 1951) One of the finest new ones of the past season. Three inch flowers of soft red with ashes of roses overtones. Fine for cutting. October 1st.	-----	\$2.50		
*APRICOT SPOON (Lehman) Tubes of apricot bronze, spoons of apricot rose. Very frost tolerant. Late Sept.	\$ 7.50	1.50	\$13.00	
ASHES OF ROSES (Wayside 1950) Rare blend of iridescent shades of old rose with salmon apricot overtones. Mid September	12.00	2.15	18.00	
AUTUMN ROSE (Wayside 1951) Blend of coral, rose and jasper red with soft buff overtones. Late Sept.	12.00	2.15	18.00	
AZTEC GOLD (Kraus 1951) Large very frost resistant double lemon yellow flowers. Late Sept.	10.00	1.85	16.00	
*CANARY WONDER (Bristol 1951) Lovely canary yellow sport of White Wonder. Excellent long stems for cutting. Late Sept.	---	2.50	20.00	
*CARMINE QUEEN (De Petris 1950) The best red pompon. Nicely shaped tall plant, fine for cutting. Mid October.	10.00	1.85	16.00	
*CECIL BEED (Wallie's Gdns 1950) The finest large early pink. Bright rose pink flowers. Sept. 1st. Quantity very limited	---	2.15	18.00	
CODY (Viehmeyer) One of the best cushions. Grows but 10" tall and up to 40" across. Flowers vary from white with lavender edges in July to glistening violet in cool weather.	7.50	1.50	13.00	
*DAWNROSE (Kraus) Large double flowers of grenadin pink to bittersweet pink. Early October.	8.50	1.65	14.00	
DREAM GIRL (Floralane) Long stemmed pompons of deep lavender. Excellent for cutting. Early October.	8.50	1.65	14.00	





	Rooted Cuttings Per 100	- Banded Plants Per 10	Plants Per 100
DR. LONGLEY (Longley) Large double lavender pink flowers borne singly on stiff stems. Late August.	\$ 8.50	1.65	14.00
*EARLY ROBIN (Becker) Uniformly shaped 15-18" plants covered with two toned flowers of bronze yellow with mahogany red centers.	10.00	1.85	16.00
E. H. HOPPERT (Viehmeier) Huge 3-5" flowers, light yellow during July and August, buff bronze during cool weather. Sold out for this season.	---	---	---
FLAXEN BEAUTY (Bristol 1951) Four inch flowers resembling Cactus Dahlias in form. Blend of peach, yellow and coral. October 1st.	12.00	2.15	18.00
FUCHSIA FAIRY (Rosebud) One of the cutest mums. Nicely shaped 12-12" plants covered with 1" flowers of a sparkling fuchsia shade. September 20	6.50	1.50	12.00
*GARNET SPOON (Lehman 1951) One of the finest spoons. Garnet spoons, reddish purple tubes. Very striking. October 1st	---	1.85	16.00
GENERAL BRADLEY (Corliss 1951) Blend of apricot, sea-shell pink and buff. Long stemmed clusters. Early flowering	12.00	2.15	18.00
GENERAL MAC ARTHUR (Corliss 1951) Fully double blooms of coppery red. A very husky and showy early flowering sort.	12.00	2.15	18.00
GENERAL MARSHALL (Corliss 1951) A rich harmony of deep old rose, purple and gold with light buff reverse. Strong bushy plants. Early.	12.00	2.15	18.00
GLADNESS (Kraus 1950) Much branched 15-18" plants, fully double 2" flowers of China rose. A real showy early September bloomer.	6.50	1.50	12.00
GOLDEN GOPHER (Kraus 1951) Medium large flowers of deep cadmium orange shading to yellow at the edges. Frost tolerant. Late September.	10.00	1.85	16.00
*GOLDEN WONDER (Ladygo 1951) Another splended "Wonder" sport. Bright golden yellow flowers with occasional flecks of bronze. Late September	---	2.15	18.00
*GOVERNOR DUFF (Conard-Pyle) Large pompon of brilliant orange bronze with golden orange reverse. Very brilliant effect. Late Sept.	7.50	1.50	13.00
HONEYCOMB (Yoder) Masses of bright yellow button pompons with orange gold overtones. Late Sept. Fine for cutting or potting.	6.50	1.50	12.00
*HUNTSMAN (Bristol) Three inch blooms of scarlet orange walnut bronze. One of the best early Oct. bloomers.	7.50	1.50	13.00
*JAYEFF (Martin) Massive four inch flowers of a lovely iridescent shade of pink. A heavy bloomer from Sept. 20th on.	8.50	1.50	14.00
JOYBRINGER (Yoder) (1951) Compact plants with spreading habit covered with salmon rose flowers. Excellent for potting. Early October	8.50	1.50	14.00
KATHLEEN LEHMAN (Kraus 1950) Bright orange gold deepening to red gold at center. Very frost tolerant. Late Sept.	8.50	1.50	14.00
LEE POWELL (Kraus 1951) Large soft ragged flowers of chinese yellow, orange yellow at center. One of showiest of newcomers. Late September.	12.00	2.15	18.00
*LEMON DROP (Lehman 1951) Compact plants loaded with yellow pompons. Fine for early color in garden and for potting. September 1st.	10.00	1.85	16.00
*LIMELIGHT (Floralane 1951) Large informal double flowers of primrose yellow with deeper centers. Strong 30" plants. Mid September	---	2.15	18.00
*LUCKY THIRTEEN (Becker 1951) Brilliant dandelion yellow ball shaped pompons. Bushy 2' plant. Mid Sept.	12.00	2.15	18.00
*MAGNIFICENT (Kraus) 3-4" flowers of plum red with a coppery overcast. A most impressive sight in late Sept.	6.50	1.50	12.00
*MAHOGANY CUSHION (Lehman 1950) Double blooms of jasper red to mahogany. One of the showiest of the cushions. Late September	7.50	1.50	13.00
MARIONETTE (Yoder 1951) Rust red pompons on nicely branched two foot plants. Fine for cutting or potting. Late Sept.	8.50	1.50	14.00
*MARQUITA (Floralane) A sport of the lovely Rosita. Light bronze buttons with deeper centers and an overall pinkish sheen. Late September	---	2.15	18.00
*MING (Kraus 1951) Large stiff petalled flowers of orange gold resembling a Calendula in form. Frost tolerant. Late Sept.	12.00	2.15	18.00
MISTY MAID (Bristol 1951) Large loosely double flowers of delicate sea-shell pink shading to misty white. Mid to late Sept.	10.00	1.85	16.00



Rooted Cuttings - Banded Plants  
Per 100 Per 10- Per 100

*MOONBEAMS (Bristol 1950) Large fluffy flowers 3-4" across of soft primrose yellow. Very strikingly lovely. Oct. 1-	\$10.00	1.85	16.00
*MY LOVE (Becker 1951) Three inch ball shaped pompons on strong 30" plants. Petals are white, edged with purple on opening while entire flower shades to lavender on age. A very unusual sort. October 1st.	12.00	2.15	18.00
*PATRICIA LEHMAN (Kraus 1950) Huge flowers of bright geranium pink with peach colored centers. One of the loveliest of all. Late September	8.50	1.50	14.00
*PEARL PARKINSON (Viehmeyer 1950) Large flowers with loosely twisted petals which are tightly whorled at the center when new. Color ranges from yellow with flecks of red during hot August days to red with golden bronze reverse during cool weather. Quantity limited this year.	---	1.85	16.00
PINK OPAL (Kraus 1951) Large flowers of pale Persian rose overlaid cream with greenish tints at center. Fine for cutting. Late September.	12.00	2.15	18.00
PONCA (Viehmeyer 1950) Attractive sprays of double blooms resembling pompon Zinnias in form of purplish red shade. Very frost tolerant.	8.50	1.65	14.00
POWDER PUFF (Bristol) The best white cushion. Twelve inch plants loaded with flowers early in September.	7.50	1.50	13.00
PRELUDE (Kraus) Massive 4" flowers of flesh pink and maize yellow tones. One of the largest early varieties available. Early September.	6.50	1.50	12.00
*RUTHANN LEHMAN (Kraus 1950) The finest large flowered early yellow. Rich canary yellow with greenish tints in center. Mid Sept.	8.50	1.65	14.00
*SANTEE (Viehmeyer 1950) Attractive sprays of double golden yellow flowers from mid Aug. on. Extremely frost tolerant. --	---	1.85	16.00
*SKI TRAIL (U.S.D.A. 1951) Large double ivory white pompons with stiffly incurved petals. Resembles greenhouse disbud pom. Late September.	---	2.15	18.00
*SPARKLE (Martin 1951) One of the best new cushions. 12" mounds with two toned flowers of orange scarlet and golden yellow. Early September.	10.00	1.85	16.00
*SUCCESS (Conard-Pyle 1950) Fully double four inch flowers of unfading crimson. Truly outstanding in the garden and for cutting. October 1st.	----	2.15	18.00
*TANGO (Becker 1951) Two foot bushy plants with bronze-gold ball shaped flowers. Mid Sept. A seedling of Mme Chiang Kai Shek & Fred Rockwell	----	2.15	18.00
*VARIEGATED CUSHION (Becker) A most unusual sort. Flowers are two-toned in two ways. The basic color is a violet with the center of petals and center of flower deeper in color. Late September.	----	1.85	16.00
W. P. SNYDER (Viehmeyer) One of the finest garden mums. Clusters of tightly formed double flowers of bright coppery apricot. Very hardy plants and extremely frost tolerant flowers. Early Sept.	7.50	1.50	13.00
YELLOW CHRIS COLUMBUS (Neal 1951) A lovely lemon yellow sport of the superlative Chris Columbus. Long stemmed sprays of flowers for cutting from mid Sept. on	10.00	1.85	16.00

In an effort to control disease and insect infestation our plants are propagated from parent stock carefully selected in the field and also are treated with Selenate and Fermate while being grown in the greenhouse. The banded plants will be grown and shipped in the new Bird "Vita-Band-D" bands which allow one to plant in the field without removing. A slight pressure at planting time breaks the band allowing the roots to expand and grow.

#### READ CAREFULLY! - INSTRUCTIONS FOR ORDERING

##### TERMS OF SALE

- Five plants will be furnished at the ten rate, twenty five at the hundred rate. Minimum order \$3.00.
- Cash with order, please, unless credit arrangements are made. No C.O.D. orders will be accepted.

##### \*TIME OF SHIPMENT

- Varieties preceded with an asterisk (\*) will be available as follows:  
Rooted Cuttings (when offered) beginning Febr. 10th. Banded plants from March 15th on.
- All other varieties will be available as rooted cuttings beginning January 10th and as banded plants from March 5th on.
- We will make every effort to make shipments when desired, therefore, please mark your order with a definite date of delivery. Early orders of course will receive preference as all orders will be booked in the order in which they are received.

##### MODE OF SHIPMENT

Shipments will be made by express unless otherwise directed.

Here is your Garden Mum Guide

"MODERN MUMS FOR 1952"

from

FLEMING'S FLOWER FIELDS  
3100 LEIGHTON AVE.  
LINCOLN, NEBR.

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